FEB 19 1945

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5					10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

RUTH FINLEY, *Associate Editor*
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

HOLIDAY DELAYS FASHION CALENDAR NEXT WEEK
FASHION CALENDAR WILL REACH YOU ONE DAY LATE NEXT WEEK BECAUSE OF THE HOLIDAY ON THURSDAY, FEBRUARY 22 (WASHINGTON'S BIRTHDAY).

WEEK ENDING FRIDAY FEBRUARY 16, 1945

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On 10:30 A.M. 2:30 P.M.	ORIGINAL MODELS FOR SPRING AND SUMMER	VILLA-ZIGMUND & CO.	18 EAST 50TH STREET
	Spring and Summer Presentation of original models for all occasions. Fifty creations by Villa-Zigmund and thirty by Molyneux. Press by invitation. Publicity: Victor A. Pincus, PL. 8-2014.		
Just Published	SEWING BOOKLET FOR TEEN-AGE MARKET	SPOOL COTTON CO.	745 FIFTH AVENUE
	"Sew Your Own Teen Fashions," Book S-16, is the first sewing booklet directed to the important teen-age market. Hats, bags, dickeys, slippers, skirts, belts, lapel gadgets and dressy aprons are all included in this 28 page booklet of easy-to-make fashions. Price: 10¢ per copy. Publicity: Maude Eberle, PL. 3-5600.		
Friday Feb. 16 3:15 P.M.	COOKING SCHOOL: SUGGESTIONS FOR LENT	THE NAMM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR
	"How to make meals interesting during the Lent period"--a new slant on special foods. Open to public. Publicity: Rhoda Friedman, TR. 5-5700.		
Friday Feb. 16 5:30 P.M.	PRESS PREVIEW: "CHINTZ FESTIVAL"	B. ALTMAN & CO. 5TH AVE+ & 34TH ST.	FOURTH FLOOR DRAPERY AISLE
	A Chintz Festival -- "a breath of Spring for your home" -- describes Altman's Spring fabric promotion. Press by invitation. Publicity: Maggie Bradley, MU. 9-7000.		
Saturday Feb. 17 10:30 A.M.	ALL-DAY CONFERENCE ON PEACE PROBLEMS	NATIONAL ASSOCIATION OF BROADCASTERS	ROOSEVELT HOTEL
	Queen Wilhelmina of the Netherlands (speaking from London) and Mrs. Franklin D. Roosevelt will head guest speakers at this all-day conference which is under the auspices of the Association of Women Directors of the National Association of Broadcasters. This is the opening of a 3-month international campaign to further women's information and understanding of peace problems and returning service men. Seven hundred women radio commentators will extend the campaign into local communities by utilizing material about this subject. Publicity: Jane Ellis (National Council of Women), PL. 5-6513.		
Saturday Feb. 17 2:30 P.M.- 5:00 P.M.	PRESS PREVIEW: LANG FASHION TOURS	LILLIAN LANG 366 FIFTH AVE.	McALPIN HOTEL B'WAY & 34TH ST.
	New York press preview of Lang Fashion Tours, which will present fashions to about 200,000 women at 22 stores throughout the country, opening in Boston on Feb. 19. Under direction of Lillian Lang, stylist and fashion coordinator who will emphasize moderately priced clothes for the war bride or war worker, with a tie-up of beauty and fashion. Miss Lang goes to the West coast in March to plan an all-California show which she will sponsor in the East next Fall. Manufacturers and press by invitation only. Contact: Lillian Lang, BR. 9-3714.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Feb. 17	NEW MANICURE AND PEDICURE SALON	REVLON PRODUCTS, INC.	745 FIFTH AVENUE
	Revlon has departed from concentration on manufacture of nail products exclusively to open a manicure and pedicure salon for consumers. Their new salon, decorated by Eleanor LeMaire, occupies two floors of the building. Publicity: Diane Wheeler, PL. 5-8800.		
Week Of Feb. 17-Feb. 24	ANNUAL NATIONAL SEW AND SAVE WEEK	NATIONAL NEEDLECRAFT BUREAU, INC.	STORES THROUGHOUT THE COUNTRY
	Seventh annual "National Sew and Save Week", the No. 1 home-sewing promotion of the year, featuring a three-way promotional campaign: "Make Your Own Clothes"; "Buy War Bonds with the Money You Save"; "Sew For the Red Cross" -- a sewing drive for a million garments. Stores will highlight fabric, pattern and notion departments. War bonds will be prizes in this year's window display contest. About 30,000 stores will cooperate. Display and other promotional material available on request. Contact: Herbert Osmer, LE. 2-4455.		

WEEK BEGINNING MONDAY, FEBRUARY 19, 1945

Monday Feb. 19 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS	BLOOMINGDALE'S LEXINGTON AVE. AT 59TH	GREEN ROOM 3RD FLOOR
	Bloomingdale's Green Room opening -- a private showing of Spring clothes to the invited press. Publicity: Karen Hollis, VO. 5-5900.		
Monday Feb. 19 12:30 P.M.	MEETING: RETAIL DISTRIBUTION GROUP	AMERICAN MARKETING ASSOCIATION	SHERATON HOTEL LEXINGTON AVE. & 37TH
	"The Retailer's Part In The Disposal of Government Surpluses" will be discussed by Albert A. Kaplan, former N. Y. regional OPA price executive, and now head of the Allan Trading Corp. Open to members and guests. Contact: Rhoda Robbins, MU. 5-8600.		
Monday Feb. 19 1:00 P.M. Luncheon	NEW SPRING MILLINERY AT LUNCHEON	RUSSEKS FIFTH AVENUE 390 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
	"Hats Are Hats Are Hats" -- singing of Spring in Russeks' new fifth floor Pink Room. Gay Spring millinery to be shown during luncheon. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900.		
Beginning Monday Feb. 19	REGISTRATION: EVENING FASHION SKETCH CLASS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	Registration will re-open for the evening course in Fashion Sketching from Model, held weekly on Fridays, 7 to 10 P.M. As only a limited number of enrollments can be accepted now, early application is advisable. Contact: Dorothy Tyroler, CO. 5-2077.		
Week Of Feb. 19	MOVIE: "SECRET WEAPON"	R. H. MACY & CO. HERALD SQUARE	MACY'S HOME CENTRE BASEMENT
	First showing for the general public of the story of a real American family, told by Lowell Thomas and shown through the courtesy of Sealtest, Inc. Daily, except Saturday at 1:00, 2:00, 3:00, and 4:00 P.M. Publicity: Virginia Meyer, CH. 4-2000.		
Tuesday Feb. 20 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
	Peachbasket shapes and saucy sailors are to be featured in Peg Fischer's sparkling new Spring millinery showing. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marion Morrison, PL. 3-4600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 20 8:15 P.M.	ANNUAL ALL-STAR BENEFIT FASHION SHOW	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 307 WEST 49TH STREET

Benefit fashion show for Israel Orphan Asylum, under direction of Ann Lawren of William Loweth Co., who will be commentator. She will also give short biographies of the following creators who will exhibit: Charles Armour; Joseph Barnett; Rose Barrack; Capri; Carmel Bros.; Deitsch, Wersba & Coppola; Elfreda; Foxbrownie; Louise Barnes Gallagher; Ben J. Gam; Ben Gershel; Joseph Halpert; Jablow; Samuel Kass; Kiviette; Philip Mangone; Milgrim; Milmont; Monte Sano & Pruzan; Pattullo; Ben Reig; Maurice Rentner; Nettie Rosenstein; Ann Sadowsky; Adele Simpson; Herbert Sondheim; Spectator Sports; Zuckerman & Kraus; Davidow; Charles Nudelman; Adler & Adler. I. J. Fox furs will be worn by "cover girls." Dresses, suits, coats, millinery, and accessories will be presented. Music by Vincent Lopez and his orchestra. Many stars will appear including: Milton Berle, Carole Landis, Gertrude Niesen, Olsen & Johnson, Bert Lahr, Bill Robinson and others. Tickets from $1.50 to $10.00 at Israel Orphan Asylum, 274 East 2nd St., AL. 4-8300. Publicity: Ann Lawren, PE. 6-3650.

Cancelled Feb. 21	THE SAKS FIFTH AVENUE PRESS PREVIEW OF SPRING CUSTOM MILLINERY HAS BEEN CANCELLED.		
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF SPRING CLOTHES	SADA SACKS INC. 671 MADISON AVE.	PIERRE HOTEL COTILLION ROOM

Gay Spring fashions by Sada Sacks will be shown at a luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Publicity: Martin O. Kahn, RE. 4-2937. Fashion Show under supervision of Viola Shefer, PL. 3-2117.

Wednesday Feb. 21 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	LANZ FIFTH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM

New Spring and Summer fashions created by Lanz. Open to public. Press by invitation. Luncheon a la carte. Publicity: Renny Tuchman, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.

Wednesday Feb. 21 2:30 P.M.	FLOWER SHOW AND LECTURE	HORTICULTURAL SOCIETY OF NEW YORK	598 MADISON AVENUE

This monthly flower show will include exhibits of cut orchids, flowering bulbs, and orchid plants; arrangement of flowers in tints and shades of any one color; and many other interesting flower arrangements. Open to public. Publicity: Elizabeth Peterson, PL. 3-8651.

Wednesday Feb. 21 3:00 P.M. 7:00 P.M.	FABRIC FASHION SHOW	JOHN WANAMAKER B'WAY & 9TH ST.	FIFTH FLOOR HOME STORE

Gay Spring fabrics will be shown and 28 ensembles will be modelled, including fashions for the school girl, career girl, serviceman's bride, business woman, and homemaker. Open to public. Publ.: Florence O'Keefe, ST. 9-4700.

Thursday Feb. 22	WASHINGTON'S BIRTHDAY

Stores in N. Y. will be closed all day to celebrate this National holiday.

Thursday Feb. 22- Feb. 24	HAT FASHION SHOW AND AUCTION	MILLINERY FASHION BUREAU	COMMUNITY CHURCH 40 EAST 35TH ST.

A millinery fashion show and auction for the benefit of the Red Cross 1945 War Fund, will be a part of the 3-day Red Cross Fiesta sponsored by the Pen & Brush Club. Leading milliners will contribute new hats to this show and auction. Open to public. Publicity: Mary Kelley, MU. 2-2603.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 23 4:00 P.M. Cocktails	MARIONETTE FASHION REVUE	GOTHAM HOSIERY CO.	200 MADISON AVENUE SALON

Second edition of Gotham Hosiery Company's dramatic Marionette Fashion Revue, once again designed and directed by Lester Gaba. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.

Friday Feb. 23	PUBLICATION DATE: BOOK BY EARL WILSON	DOUBLEDAY DORAN & CO.	ALL BOOKSTORES

"I Am Gazing Into My 8-Ball" -- a new book by Earl Wilson, "saloon" editor of the N. Y. Post, and WOR radio commentator. Earl Wilson gives the low-down on life after dark, illustrating his rare knack of catching celebrities on the defenseless. A wide assortment of famous names. Price: $2.00. Publicity: Hope Associates for Doubleday Doran: Elizabeth Winston, PL. 5-3100.

PRESS OPENINGS OF LEADING CUSTOM-ORDER "ORIGINALS" COLLECTIONS

Showings of the custom-made Dress Collections are open only to those members of the Press who have been notified and invited. Promptness is essential at all of these showings.

Monday..... Feb. 26	MILGRIM'S At 11:00 A.M.	6 WEST 57TH ST.	PUBL.:	RUTH WALTZ	CI. 7-7200
Wednesday... Feb. 28	SAKS 5TH AVENUE At 2:30 P.M.	611 5TH AVE.	PUBL.:	HELEN KAUPER	PL. 3-4000
Thursday.... March 1	JAY THORPE At 2:30 P.M.	24 WEST 57TH ST.	PUBL.:	JUNE HOLLISTER	CI. 7-4300
Monday..... March 5	BERGDORF GOODMAN At 5:30 P.M.	754 5TH AVE.	PUBL.:	FLORENCE NEFF	PL. 3-7300
Tuesday..... March 6	BONWIT TELLER At 11:00 A.M.	721 5TH AVE.	PUBL.:	DORIS BARTNETT	EL. 5-6800
Wednesday... March 7	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL.:	FRANCES ANDERSON	CI. 7-1100

Monday Feb. 26 12:30 P.M. Luncheon	LUNCHEON MEETING: HOME FURNISHINGS	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. & 41ST ST.

Subject: "Does The Home Furnishings Industry Need A Fashion Clearing House?" Speakers: Arto Funduklian, Sales Promotion Mgr., Gulistan Rugs; Ruth Reimer, Stylist, Seneca Textile Corp.; Leonard S. Walworth, Vice-Pres., Merchandise Mgr., Home Furnishings, Stern Bros.; Edward J. Wormley, Home Furnishings Designer. Open to members and guests. Price: $1.65. (including tip). Contact: The Fashion Group, Inc., CI. 7-1734.

Monday Feb. 26 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM

Gay Spring millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Crotty, WI. 7-9600.

Monday Feb. 26 9:00 P.M.	"FASHION GALA" BY FOUR SHOPS	RED CROSS 1945 N. Y. WAR FUND	WALDORF-ASTORIA GRAND BALLROOM

First showing of 50 original creations by leading American designers to raise money for The Red Cross 1945 War Fund of Greater New York. Presented jointly by: Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, and Saks-Fifth Avenue. Directed by Leonidoff; settings by Vertes. Admission: $12 per person, including tax; boxes from $150 to $175 including tax. Publicity: Madeline Riordan, 130 W. 42nd St., BR. 9-2104.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed From 2/27	NOTE...THE "YOU BRING IT, WE STYLE IT" FASHION SHOW, SPONSORED BY THE CITIZENS COMMITTEE FOR THE ARMY AND NAVY, HAS BEEN POSTPONED AGAIN TO PREVENT INTERFERENCE WITH THE FORTHCOMING ANNUAL RED CROSS DRIVE. IT WILL BE GIVEN ON APRIL 6 IN THE MAIN BALLROOM OF THE PLAZA HOTEL. DETAILS LATER.		
Tuesday Feb. 27 9:30 A.M. Breakfast	PRESS BREAKFAST: SPRING FASHIONS	R. H. MACY & CO. HERALD SQUARE	EXECUTIVE DINING ROOMS 13TH FLOOR
	Spring fashions will be shown at a breakfast for the press. Attendance by invitation only. Publicity: Virginia Meyer, CH. 4-2000.		
Tuesday Feb. 27 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM-MADE CLOTHES	STEIN & BLAINE INC.	15 WEST 57TH STREET SALON
	Spring custom-made clothes will be shown. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Feb. 27 12:30 P.M.	MOTION PICTURE INDUSTRY LAUNCHES RED CROSS DRIVE	RED CROSS 1945 N. Y. WAR FUND	TIMES SQUARE
	Motion picture stars, recently returned from the battlefronts, will entertain at this Times Square rally for the Greater New York 1945 Red Cross War Fund. Newsreels will be made. Publicity: Mr. Rice, BR. 9-2104.		
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY DURING LUNCHEON	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
	Walter Florell's midsummer millinery will be shown during luncheon. Open to public. Press by invitation. Publicity: Mr. Frederick, PL. 5-8895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Feb. 27 2:00 P.M.-6:00 P.M.	PRESS PREVIEW: TWO EXHIBITIONS	MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM GALLERIES
	The second and third in a series of 3 circulating exhibitions will be shown to the invited press and will be open to the public from Feb. 28 to Mar. 18. These two, "Creative Photography" and "What Is Modern Painting?" are multiple exhibitions, consisting of 12 panels each. Publicity: Sarah Newmeyer, CI. 5-8900.		
Tuesday Feb. 27 2:30 P.M.	SPRING FASHION SHOW	SAKS 34TH STREET	FOURTH FLOOR
	Details later. Open to public. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.		
Tuesday Feb. 27 4:00 P.M. Cocktails	PRESS PREVIEW: ROMANTIC HAIR STYLES	M. LOUIS 45 WEST 34TH ST.	WALDORF ASTORIA HOTEL PALM ROOM
	New romantic coiffures for Spring and Summer, created by M. Louis, will be shown with Spring millinery to be featured by Bonwit Teller. By invitation only. Publicity: Lois Reicher, BR. 9-9350. Bonwit Publicity: Doris Bartnett, EL. 5-6800.		
Wednesday Feb. 28 9:15 A.M. Breakfast	FASHION SHOW AT BESSIE BEATTY PROGRAM	J.B. LIPPINCOTT CO.	WOR MUTUAL PLAYHOUSE 245 WEST 52ND STREET
	Breakfast for the invited press will precede a fashion show of Spring creations by famous designers including: Hattie Carnegie, Jo Copeland, Mariska Karasz, Philip Mangone, Claire McCardell, Norman Norell, Clare Potter, Emily Wilkens, and Louella Ballerino, Edith Head, Mabs, and Voris--the last four from Hollywood. Six of these designers will be guests of honor at the preview. The Bessie Beatty Broadcast will feature the forthcoming book "Fashion Is Our Business" by Beryl Williams, published by J.B. Lippincott Co. The broadcast over Station WOR (710 on dial) will take place from 10:15-11:00 A.M. Publicity: Hilde Dyer, PE. 6-8600, Ext. 271.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 28 1:00 P.M. Luncheon	SPRING FASHION SHOW AT LUNCHEON	ARNOLD CONSTABLE 5TH AVE. AT 40TH ST.	WALDORF ASTORIA HOTEL SERT ROOM
	New Spring fashions will be shown at luncheon. Press by invitation. Open to public. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Feb. 28 1:00 P.M. Luncheon	SPRING PROMENADE OF FURS AND CLOTHES	JAECKEL INC.	PIERRE HOTEL COTILLION ROOM
	A colorful promenade of Jaeckel's town clothes and furs at a luncheon fashion show. Open to public. Press by invitation. Fashion Show under supervision of Viola Shefer, PL. 3-2117.		
Wednesday Feb. 28 2:00 P.M.- 3:30 P.M.	EDUCATIONAL PROGRAM FOR PARENTS	SAKS 34TH STREET HERALD SQUARE	THIRD FLOOR TRAINING ROOM
	Saks 34th launches a permanent program of lectures and discussion periods. Three meetings a year as a free service to the community. Permanent lecture board consists of: Dr. Milton I. Levine, consultant to Bureau of Child Hygiene, Dept. of Health; Jessie Stanton, Chairman of Baby Institute, Station WJZ; and Alice V. Keliher (Ph.D.), Assoc. Prof. of Educ., N.Y.U. The first meeting will be a double session. Topic: "What Makes Your Child Tick--The Pre-School Child." Fri., March 2, "The School Child and Adolescent." Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 4.		
Wednesday Feb. 28 4:30 P.M.- 6:00 P.M.	FASHION SHOW: PLAY & SPORTS CLOTHES	FRANCES SIDER	1384 BROADWAY SHOWROOM
	Frances Sider's latest play clothes and sportswear will be shown at her new, enlarged showroom. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Thursday March 1 12:00 Noon	"RED CROSS DAY"	RED CROSS 1945 N. Y. WAR FUND	ROCKEFELLER PLAZA
	This is "Red Cross Day" by Mayor's Proclamation. Campaign opens in Rockefeller Plaza. Radio City Music Hall will feature a special Red Cross stage show. Fifth Avenue stores will unveil significant window displays. Flags will be unfurled on all buildings; there will be displays on taxicabs; special radio shows all day. Publicity: Robert Emerson, BR. 9-2104.		
Thursday March 1 12:30 P.M. Luncheon	SUMMER & FALL SHOES AT LUNCHEON SHOW	ALLIED KID CO. 100 GOLD STREET	PARK LANE 299 PARK AVENUE
	Kidskins in Summer and Fall shoes will be shown, with discussions of the future leather and shoe situation. By invitation only. Contact: Rhea Nichols, BE. 3-2840.		
Thursday March 1 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	ANITA ANDRA 558 MADISON AVE.	PLAZA HOTEL TERRACE ROOM
	Anita Andra's Spring millinery will feature a new shade "Bouganvillea", somewhat like Fuschia or American Beauty. Open to public. Press by invitation. Publicity: Anita Andra, PL. 8-1809. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Thursday March 1	JAY THORPE'S SPRING SHOWING FOR THE PRESS AT 2:30 P.M. See page 4 for details.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 1- April 15	FIFTH NATIONAL SEWING CONTEST	NATIONAL NEEDLE-CRAFT BUREAU	ALL OVER THE COUNTRY

Newspapers and radio stations in 50 cities will participate in the 5th National Sewing Contest, which closes on April 15. After local judging, prize winning garments will be forwarded to N.Y. for selection of the national prize winners by a panel of prominent judges. Winners will be announced at a cocktail party and fashion show to be held in the Sert Room of the Waldorf Astoria on June 13. Publicity: Gwen McKenna of Tom Fizdale, Inc., MU. 2-6560.

Friday March 2 2:00 P.M.- 3:30 P.M.	EDUCATIONAL PROGRAM FOR PARENTS	SAKS 34TH STREET HERALD SQUARE	THIRD FLOOR TRAINING ROOM

Topic: "What Makes Your Child Tick -- The School Child and Adolescent." (See Feb. 28 announcement on Page 6 for details). Open to public. Publicity: Florence Epstein, LA. 4-7000.

Saturday March 3 11:00 A.M.	FASHION SHOW FOR TEEN AGERS	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING SEVENTH FLOOR

Gay Easter clothes, chosen by teen-agers themselves through a questionnaire sent out by the High School Fashion Board. Cokes for all and a teen-timer dress as door prize. Special guest stars to be announced later. Open to public. Publicity: Janet Stevenson, TR. 5-7200.

Saturday March 3 12:00 P.M.	"CALLING ALL GIRLS" FASHION SHOW	GIMBEL BROS. B'WAY AT 33RD ST.	THIRD FLOOR

Members of Gimbel's "Calling All Girls Club" will model teen-age clothes. Commentator: Nancy Pepper, Editor of "Calling All Girls Magazine" introduced by Joan Epperson, former guest editor of Mademoiselle's College Issue. Open to public. Publicity: Edith Jordan, PE. 6-5100.

Saturday March 3 1:00 P.M. Luncheon	TEEN-AGE CLOTHES AT LUNCHEON	BONWIT TELLER	PLAZA HOTEL TERRACE ROOM

This Emily Wilkens fashion show will be held on Saturday for teen-agers who want to attend. Open to public. Press by invitation. Publicity: Doris Bartnett, EL. 5-6800. Plaza Publicity: Byrne Bauer, PL. 3-1740.

Monday March 5 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS	DE PINNA	650 FIFTH AVENUE THIRD FLOOR

Sports, town, and debutante fashions for Spring will be shown to the invited press. Publicity: Dorothy Coburn, VO. 5-4800.

Week of March 5	NAT'L RETAIL SPRING MILLINERY WEEK	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY

On March 7, 8, and 9, there will be luncheon fashion shows at the Hotel Pierre, Cotillion Room. Different exhibitors will show their creations each day:

Wednesday, March 7--Peg Fischer, Laddie Northridge, Mme. Reine;
Thursday, March 8--Hattie Carnegie, Walter Florell, Florence Reichman;
Friday, March 9--Lilly Dache, John Frederics, Sally Victor.

Open to public. Press by invitation. Retail stores throughout the country will feature millinery windows and departmental display all week. Publicity: Mary Kelly, MU. 2-2603.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 5 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	SPORTSWOMAN INC. 25 E. 53RD ST.	ST. REGIS HOTEL IRIDIUM ROOM
	Gay Spring fashions by Sportswoman will be shown during luncheon. Open to public. Press by invitation. Publicity: Ethel Blanche Mullen, PL. 5-7144. Fashion Show Director: Mary Alice Rice, PL. 3-4500.		
March 5	BERGDORF GOODMAN'S SHOWING FOR THE PRESS AT 5:30 P.M. See page 4.		
March 6	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS AT 11:00 A.M. See page 4.		
Tuesday March 6 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON	JONAI INC. 408 PARK AVE.	RITZ CARLTON HOTEL OVAL ROOM
	Simple fashions for day and evening, featuring the short evening dress. Open to public. Press by invitation. Publicity: Mr. Milton, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 6 4:30 P.M.	MILLINERY FASHION SHOW	MILLINERY CREATORS GUILD	ST. REGIS HOTEL VIENNESE SKY ROOM
	"Summer Hats Break Into Print"--a special preview of summer hats created for summer hair-dos, featuring new color combinations and interesting materials to accent prints for warm weather wear. By invitation only. Publicity: Sara Fox, MU. 3-6526.		
Cancelled March 7	THE DOROTHY GORDON LUNCHEON FASHION SHOW OF MILLINERY, BAGS, AND GLOVES HAS BEEN CANCELLED.		
March 7	HENRI BENDEL'S SPRING SHOWING FOR THE PRESS AT 10:30 A.M. See page 4.		
Wednesday March 7 1:00 P.M. Luncheon	"I LOVE SUMMER IN THE CITY"	RUSSEKS FIFTH AVENUE 390 FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Summer clothes for city wear will be shown during luncheon. Open to public. Press by invitation. Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday March 7 4:30 P.M.	PRESS PREVIEW: LATEST SHOE FASHIONS	DELMAN SHOES 754 FIFTH AVE.	THE SHERRY-NETHERLAND BALINESE SUITE
	Delman presents the latest Spring and Summer shoe fashions to the invited press. Publicity: Viola Shefer, PL. 3-2117.		
Thursday March 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	FRANKLIN SIMON & CO. 414 FIFTH AVENUE	PLAZA HOTEL TERRACE ROOM
	Spring ready-to-wear fashions for town will be shown during luncheon. Open to public. Press by invitation. Publicity: Agnes Crotty, WI. 7-9600. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Thursday March 8 5:00 P.M. 6:30 P.M. Cocktails	PRESS PREVIEW: NEW CERAMIC DEPARTMENT	GEORG JENSEN INC. 5TH AVE. AT 53RD ST.	INTERIOR DECORATING DEPT. (2ND FLOOR)
	Opening of Georg Jensen's new Carol Janeway Corner featuring a complete collection of her ceramics. Press by invitation. Publicity: John Brennan, EL. 5-6630.		
Monday March 12 1:00 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	ERIK OF PARIS	PLAZA HOTEL TERRACE ROOM
	"A Toast To New York and Paris" by former Parisian Milliner, Erik of Paris. Tickets, $5. Proceeds to American Red Cross. Press <u>strictly</u> by invitation. Publ.: Mr. Erik, PL. 3-1740, Ext.1236. Plaza Publ.: Byrne Bauer, PL. 3-1740.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 12 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW	JAMES JOEL INC. 749 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
	Eighteenth Century Swiss fashions will be featured, with morning beige and morning blue predominating. Also, the "Saturday Evening Post" hats which will be on the cover of the March 7 issue of that magazine, showing the James Joel workshop. Open to public. Press by invitation. Publicity: Irving Hoffman, PL. 3-8981. Fashion Show Director: Mary Alice Rice, PL. 3-4500.		
Tuesday March 13 1:00 P.M. Luncheon	CUSTOM-MADE ORIGINALS AT LUNCHEON SHOW	ARUNDELL CLARKE 1 EAST 54TH ST.	RITZ CARLTON HOTEL OVAL ROOM
	Custom-made originals by Arundell Clarke--mostly British fabrics--in blouses, suits, coats, and slacks outfits. Open to public. Press by invitation. Publicity: Arundell Clarke, PL. 9-6698. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 13 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	CARRIE MUNN	640 MADISON AVENUE SALON
	Custom-made dress, suit, and long and short evening gown collections for Carrie Munn's society following. Press by invitation. Contact: Carrie Munn, EL. 5-0017.		
Wednesday March 14 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON	MME. ET LA JEUNE FILLE 30 EAST 54TH STREET	WALDORF ASTORIA SERT ROOM
	Custom-made and ready-to-wear Spring and Summer fashions will be shown during luncheon. Open to public. Press by invitation. Publicity: Mrs. E. N. Potter, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday March 15 1:00 P.M. Luncheon	SPRING CLOTHES AT LUNCHEON FASHION SHOW	JAY THORPE 24 WEST 57TH STREET	PLAZA HOTEL TERRACE ROOM
	Jay Thorpe's originals will be shown during luncheon. Open to public. Press by invitation. Publicity: June Hollister, CI. 7-4300.		
Monday March 19 1:00 P.M. Luncheon	SPRING CUSTOM-MADE FASHIONS AT LUNCHEON	ALICE OROVAN 785 FIFTH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
	Spring and summer suits, coats, ensembles, and afternoon and evening fashions will be shown during luncheon. Open to public. Press by invitation. Publicity: Alice Orovan, EL. 5-6415. Fashion Show Director: Mary Alice Rice, PL. 3-4500.		
Tuesday March 20 1:00 P.M. Luncheon	EASTER AND SUMMER MILLINERY AT LUNCHEON	LADDIE NORTHRIDGE 1 WEST 57TH STREET	RITZ CARLTON HOTEL OVAL ROOM
	Laddie Northridge's millinery creations for Easter and Summer, to be shown during luncheon. Open to public. Press by invitation. Publicity: Laddie Northridge, PL. 3-8380. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday March 20 1:00 P.M.	SPRING FASHIONS AT LUNCHEON	STEIN & BLAINE 15 WEST 57TH STREET	PLAZA HOTEL TERRACE ROOM
	Flattering fashions for Spring will be shown during luncheon. Open to public. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Byrne Bauer, PL. 3-1740.		
Wednesday March 21 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON	MILGRIM'S 6 WEST 57TH STREET	WALDORF-ASTORIA SERT ROOM
	Late Spring and early Summer fashions will be shown during luncheon. Open to public. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
April 1	EASTER SUNDAY.		

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday Feb. 16 — PREMIERE: "FRISCO SAL" (Movie) RIALTO THEATRE, BROADWAY & 42ND STREET
A Universal drama of the Wild West, starring Susanna Foster, Turhan Bey, Alan Curtis, and Andy Devine. Produced and directed by George Waggner. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Saturday Feb. 17 — PREMIERE: "HERE COME THE CO-EDS" (Movie) CRITERION THEATRE, BWAY AT 45thST.
A Universal picture starring Bud Abbott and Lou Costello as the "teacher's petters" in a girls' school, featuring Peggy Ryan, Martha O'Driscoll, Donald Cook, Lon Chaney, and Phil Spitalny and the Hour Of Charm All Girl Orchestra. Directed by Jean Yarbrough, Produced by John Grant. Costumes by Vera West. Publicity: Al Horwits, CI 7-7100.

Sunday Feb. 18-Feb. 25 — ANNUAL SPORTSMEN'S SHOW MADISON SQUARE GARDEN, 8TH AVE. & 48TH ST.
After a 2-year lapse because of wartime conditions, the Sportsmen's Show will be resumed this year in the Basement Exposition Hall at Madison Square Garden. Representative exhibits from different states and provinces will be displayed, showing sports typical of each state. Included are exhibits of woodcraft, hunting, fishing, log-rolling, fly-casting, and other outdoor sports. Open daily from 11:00 A.M. to 11:00 P.M. Sunday from 1:00 P.M. to 11:00 P.M. Admission, $1.20. Children, $.60. Publ.: James Hurley, MU. 2-1000.

Monday Feb. 19 — NBC SYMPHONY ORCHESTRA CARNEGIE HALL, 7TH AVE. AT 57TH STREET
Arturo Toscanini will conduct the NBC Symphony Orchestra in a concert to aid the National Foundation for Infantile Paralysis. Vladimir Horowitz, Mr. Toscanini's son-in-law, will be soloist. Contact: CI. 7-7460.

Tuesday Feb. 20-March 25 — BALLET RUSSE DE MONTE CARLO NEW YORK CITY CENTER, 131 WEST 55TH ST.
Gala mid-winter season of 36 favorite ballets, with six new productions: Ballet Imperial, Mozartiana, Frankie and Johnny, Pas de Deux, Dances Concertantes, and Le Bourgeois Gentilhomme. On March 16 and March 22, there will be a Ballanchine Festival in honor of George Ballanchine's 25th Anniversary as Choreographer. Publ.: Margaret Hornyak, CI. 7-5911.

Wednesday Feb. 21 — OPENING: "AND BE MY LOVE" NATIONAL THEATRE, 208 WEST 41ST STREET
A new Edward Caulfield comedy, with Walter Hampden playing the central role, and featuring Violet Heming, Lotus Robb, Esther Dale, and Jed Prouty. Staged by Arthur J. Beckhard. Produced by Victor Hugo-Vidal. Setting by Raymond Sovey. Costumes under supervision of Johnnie Johnstone. Publ.: James Proctor and Frank Goodman, MU. 2-9147.

Friday Feb. 23 — AMERICAN CHAMBER MUSIC CONCERT, MUSEUM OF MODERN ART, 11 WEST 53RD STREET
The second in a series of four Friday programs of 20th Century American chamber music, presented by the National Association for American Composers and Conductors, in association with the National Music League. The next two concerts will be on March 23 and April 30. The concert is open to members of the National Association for American Composers and Conductors, the Museum of Modern Art, and the National Music League. Contact: National Music League, CO. 5-2472.

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